

Global Superstore Data Analysis in PowerBI

Objective

Develop a comprehensive PowerBI dashboard to analyze and visualize key aspects of the Global Superstore 2016 data.

Part 1: Data Loading and Cleaning

Import the 'global_superstore_2016.xlsx' into PowerBI.

<https://query.data.world/s/5hydzm5w4jb4yivmnyalyhg3mkavi4?dws=00000>

Perform data cleaning, handling missing values, and converting data types.

Part 2: Data Modeling

Create relationships between different tables if necessary.

Ensure the data model is efficient for analysis.

Part 3: Visualization and Dashboard Creation

Create visual cards for key metrics like total sales, quantity sold, and profit.

Implement interactive filters and slicers for categories like country, region, and category.

Utilize various chart types (bar, line, pie) to represent sales and profits.

Incorporate geographic visualizations for sales distribution by country or region.

Design a comparative analysis table for different categories or regions.

Use tooltips for additional data insights and bookmarks for navigation.

Part 4: Advanced Analysis

Apply DAX formulas for calculated columns and measures.

Analyze trends, patterns, and provide actionable insights.

Part 5: Presentation and Documentation

Ensure the dashboard is visually appealing and user-friendly.

Write a report explaining your methodology, insights, and challenges.

Participate in a peer review for feedback.

Evaluation Criteria

Effectiveness of data cleaning and modeling.

Creativity and clarity in visualizations.

Depth of analysis and insights.

Overall design and usability of the dashboard.